

RUBA FARHAT

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PROFILE

A senior student at AUB's Olayan School of Business, and I will be graduating by June 2023. I am committed to my values, and I work hard towards achieving my goals. I am ambitious when it comes to my career development and always eager to learn to turn my weaknesses into strengths. My objective is to gain knowledge and explore further skills in my field of concentration to boost my competences and improve the quality of my performance in any job position.

EDUCATION

American University of Beirut Sep 2020 to Jun 2023
BBA: Entrepreneurship & Family Business GPA: 3.61 / 4

WORK EXPERIENCE

Project Management Assistant | HEXA MENA Apr 2022 to Aug 2022
Internship:

- Assisted in Project Management
- Facility Coordinator Assistant
- Market Expansion Research
- Assisted in Boot camps & Workshops.

CERTIFICATIONS & AWARDS

Ranked 9th of **The Dean's Honor List** for Fall 22-23

Certificate in **The Fundamentals of Digital Marketing** by Google Garage

- Learned about online Ads, SEOs, SEMs, Search Analytics.

Participant in **The Red Academy Competition** by Memac Ogilvy

- Workshops about the influencer marketing, campaign impact & understanding the customers.

Participant in **L'Oréal Brandstorm Competition 2023**

- Cracking the new code of beauty using Metaverse, AI & VR

Finalist in **Darwazah Startup Accelerate 2022**

- Worked in teams to build a startup after attending bootcamps about how to develop a business plan.

SKILLS

- Languages: English, French, Arabic
- Utilization of Microsoft Office, Lucid chart, Prezi
- Communication & Teamwork skills
- Design Thinking Tools
- Business Model Canvas
- Project Management skills
- Academic Research skills
- Business Plan Reports

INTERESTS

- Football Analysis
- Reading
- Traveling